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## Influence of Emotions On Consumer Buying Behaviour

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### ABSTRACT

The study examined the influence of emotion on consumer buying behaviour in Shoprite in Ilorin. Data was employed from one hundred (100) respondents. Regression analysis was used to examine the influence of emotions on consumer buying behaviour among customers of Shoprite, Ilorin. The findings revealed that integral emotion (excited, satisfied and happy mood) has significant influence on consumer purchase intention with P-value (0.012, 0.27, and 0.041) respectively at 5% level of significant. Incidental emotion (High fear-arousing appeals, Contagion effects appeals, and Self-Identity appeals) individually have positive significant effect on consumer buying decision with P-value (0.014, 0.049, and 0.003) respectively at 5% level of significant. Thus, this study therefore recommends that marketers should key into influencing consumer's mood towards achieving better influence on their appeals. Also, marketers should use more of incidental emotion to influence consumer buying decision. This indicates that marketing should explore high fear-arousing appeals, guilt-inducing advert, contagion effects appeals and self-Identity appeals to influence consumer buying decision.

**Keywords:** Consumers, Buying Behaviour, Ilorin, Shoprite, Emotion, Marketers, Products, Adverts

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### I. INTRODUCTION

Marketing experts have long known that people behave differently in good emotion versus bad emotion. A large industry is devoted to creating associations between emotionally filled "atmospheres" and specific products. Nowadays, on customer purchasing, emotional factors are as important as classic functional aspects of product/service. Enterprises with their marketing operations try to arouse the emotions for tying the customer to brand of the company (emotional marketing). Companies adapt their business strategies to technological evolution changing. Enterprise wants to establish with the customer an emotional channel of trust and mutual collaboration.

In the past, since Aristotle, many efforts have been made to emphasize the emotionalism in different fields of knowledge and emotions were a series of automatism and human behaviours different than cognitive processes (Consoli, 2009). More importantly, emotion has become more important with the emergence of the principle of the consumer pleasure, it represent another form of language universally spoken and understood (Seunghee, Lerner, & Keltner, 2007). Emotions have a significant position throughout the span of our lives for the reason that they enhance almost all of our tricky moments by means of any lovely or horrible features.

The measurement of customer emotions for marketing purposes is a growing, challenging, and exciting area of study, to which many have turned. Whilst the effect of emotions on consumers has been an interesting topic for many scientists, psychologists and business speakers for some time, most of the scientific research available only concerns general consumer psychology (Ines, 2013). The role our emotion plays when making decision cannot be ignored. As a result, the advertising is very instrumental to consumer buying behaviour as it is based on eliciting emotions. The process of emotion is known, for instance, how emotions are evoked, can enhance our understanding of what makes us enjoy interacting with any other kind of product. So far, however, little is known about how people incidental emotion influence their buying behaviour (Majumdar, 2012)

Consumer response to marketing efforts is emotional and reflects different kind of meanings. As a product is purchased by a consumer, the possession of a brand or product may make a consumer feel differently. The variety of aspects associated with the purchases portray different array of emotions. There is therefore a need to conduct a preliminary research in this field particularly in a developing country like Nigeria. Thus, the main objective of this research is based on the drive to know the influence of emotions on consumer buying behaviour.

## **2. LITERATURE REVIEW**

### **2.1 Emotion**

Emotions represent another form of language universally spoken and understood. An emotion is a mental and physiological state associated with a wide variety of feelings, thoughts, and internal (physical) or external (social) behaviours (Khuong & Tram, 2015). Emotions are multidimensional feelings that reflect information about consumers' relationship to their social and physical surroundings as well as their interpretations regarding these relationships (Lambie & Marcel, 2002) More importantly emotions are typically intentional and more intensive (Stamet. *al.*, 2010). All emotions that are felt before, during and after the service delivery process are equally important and influence the whole shopping experience. Emotions are significant predictors of satisfaction, word of mouth intentions, and service-quality perceptions (White, 2010).

### **2.2 Kinds of Emotions**

#### **Enjoyable Emotions - Happiness**

It is emphasized that all of the enjoyable emotions are very different happy emotions, and do not involve different facial expressions – they all involve smiling expression (Kahneman 2011.). Based on that, it is generalized that pleasurable or enjoyable emotions can be classified as happy feelings or

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happiness. Happiness is the emotion most people want to experience, because it is positive (Ekman & Friesen 2003). Smiles unambiguously, demonstrate whether people feel enjoyment.

### **Surprise**

Ekman (2003) Surprise is the briefest emotion in length and considered to be neutral - not necessarily pleasant or unpleasant. It can be unexpected or mis expected, after which another emotion quickly follows. Surprise lasts only until the triggering event has been evaluated. Surprise, for example, is an emotion with a big family: questioning surprise, dumbfounded surprise, dazed surprise, slight, moderate, and extreme surprise (Ekman & Friesen 2003).

### **Fear**

Fear is an unpleasant feeling that can be the most traumatic and toxic of all emotions. It is one that usually occurs gradually, and compared to surprise, lasts longer. Fear can be followed by any of the other emotions or by no emotion at all. Fear may also be experienced as a blend with another emotion (Ekman & Friesen 2003). The fear family contains anxious, nervous, tense, worried, apprehensive, frightened, terrified, horrified, and mortified feelings (Matsumoto 2009).

### **Anger**

Anger is an unpleasant feeling, which is also the most dangerous. Angry people are most likely able to hurt others purposefully. Anger varies in intensity, from irritation and annoyance to rage or fury, and anger can occur either gradually or suddenly. Angry can blend with any of the other emotions (Ekman & Friesen 2003). In the words of Matsumoto: "Anger family contains emotions denoted by the terms annoyed, irritated, frustrated, pissed off, angry, mad, hostile, exasperated, furious, and enraged" (Matsumoto 2009).

### **Sadness**

Sadness is passive, and agony attempts to deal actively with the source of the loss. Often agony appears when a situation is uncontrollable, whilst, sadness is one of the longer-lasting emotions. After a period of protesting agony, there is usually a period of resigned sadness, in which the person feels totally helpless. People suffer in sadness, a variation or form of distress, which is the most general negative emotion (unpleasant). Sadness can blend with any of the emotions, but most often with anger or fear (Ekman & Friesen 2003; Ekman 2003).

## **2.3. Theoretical Review**

### **Arousal Theory**

Many researchers have suggested that arousal theory could form the basis of a theory of emotion. Arousal is a nonspecific physiological response, heightening a person's awareness. The interruption of ongoing thought process or behaviour sequences is sufficient to activate the Autonomic Nervous System (Bell, 2003). This creates state of general physiological arousal, which is then given an emotional label, based on the cognitive interpretation of the stimulus. This suggests that all physiological and all emotional responses are the same and that differentiation arises solely at cognitive level. However, sadness and depression are two emotions seen as parasympathetic responses and not simply a lack of arousal. It also talks about Fear, Sadness, Happiness and Excitements.

## 2.4 Empirical Review

Soodan & Pandey (2016) study attempted to investigate the role of emotions on FMCG purchases. The study revealed that Shopping emotions are important predictors of impulsive buying intention. The study also revealed that positive association of a consumer with a brand leads to its purchase. Bessouh and Belkhi (2018) studied the effect of mood on impulse buying behaviour – using the Algerian Buyers as a case study. The results of this study encouraged store and point of sale managers to create added value for customers by offering intangible elements that appeal to the customers’ emotions and to symbolic evocations as well in order to influence the individual’s behaviour towards the realization of spontaneous and impulsive purchases.

## 3. METHODOLOGY

Descriptive research design was used for this study. The population of this study consists of customers and staff of Shoprite. The study made use of a sample size of one hundred (100) respondents in accordance with the views of Dillman (2000); Hill, Brierley and MacDougall (2003) who reported that a sample size of 100 and above is sufficient to represent good research findings. All data were collected primarily from students of Al-Hikmah University using convenient sampling technique. This was achievable through the administration of structured questionnaire and regression analysis was used to achieve the objective.

### 3.1 Testing of Hypotheses

**Hypothesis one** – Integral emotion has no significant influence on consumer purchase intention  
 Dependent variable: Purchase Intention (PI)

**Table 1: Integral Emotion and Purchase Intention**

Variables	Coefficient (dy/dx)	Std Error	Z-stat	Prob
Exciting Mood (EM)	0.0262	0.0101	2.23	0.012
Satisfying Mood (SM)	0.0109	0.0036	2.13	0.027
Disgusting Moods (DM)	0.0159	0.0077	2.07	0.041
Angry Mood (AM)	0.0160	0.01450	1.10	0.271
Pseudo R <sup>2</sup>	0.0937			
LR-chi2	17.55			
Prob (chi2)	0.0015			

Source: Author’s Computation, 2022

Shows the linear relationship between integral emotion and consumer purchase intention with the use of ordered logistic regression analysis (Logit).

In terms of the signs of the coefficients which signify the effect of integral emotion on employee consumer purchase intention, it can be seen that all the four variables concur with *a priori* expectation with positive sign, this mean that there is direct relation between Exciting Mood (EM), Satisfying Mood (SM), Disgusting Moods (DM), Angry Mood (AM) and Purchase Intention (PI).

In terms of the magnitude of the coefficients, three variables between Exciting Mood (EM), Satisfying Mood (SM) and Disgusting Moods (DM) individually have positive significant effect on Purchase Intention (PI) as indicated by marginal effect coefficient (0.0262, 0.0109 and 0.0159) with P-value (0.012, 0.027, and 0.041) respectively at 5% level of significant. This implies that 1% improvement in Exciting Mood; there is likelihood that it will induce 2.6% positive changes in purchase intention, 1% improved in satisfying mood; there is likelihood that it will induce 1.1% positive changes in their purchase intention and 1% improvement in disgusting mood; there is likelihood that it will induce 1.6% positive changes in purchase intention. But sad mood does not significantly affect the purchase intention as indicated by marginal effect coefficient (0.0160) with p-value (0.271) at 5% significance level.

Overall, with the result of the LR-ard (17.55) with P-value (LR-stat) 0.0015 at 5% level of significant, shows that the null hypothesis was rejected; which means that integral mood has significant effect on purchase intention.

**Hypothesis two – incidental emotion on has no significant influence on consumer buying decision - Dependent variable: Consumer Buying Decision (BD)**

**Table 2: Incidental Emotion and Buying Decision**

Variables	Coefficient(dy/dx)	Std Error	Z-stat	Prob
High fear-arousing appeals (HFA)	0.0067	0.0131	0.51	0.610
Guilt-inducing advert (GIA)	0.0676	0.0268	2.41	0.014
Contagion effects appeals (CEA)	0.0075	0.0036	1.98	0.049
Self Identity appeals (SIA)	0.1298	0.0207	2.74	0.003
Pseudo R <sup>2</sup>	0.2596			
LR-chi2	44.83			
Prob (chi2)	0.0000			

Source: Author's Computation, 2022

The table above shows the linear relationship between Incidental Emotion (IE) and consumer buying decision (CBD) with the use of ordered logistic regression analysis (Logit). In terms of the signs of the coefficients which signify the effect of incidental emotion and consumer buying decision, it can be seen that all the four variables concur with *a priori* expectation with positive sign, this mean that there is direct relation between High fear-arousing appeals (HFA), Guilt-inducing advert (GIA), Contagion effects appeals (CEA), Self-Identity appeals (SIA) and consumer buying decision (CBD).

In terms of the magnitude of the coefficients, three variables High fear-arousing appeals (HFA), Contagion effects appeals (CEA), Self-Identity appeals (SIA) individually have positive significant effect on consumer buying decision (CBD) as indicated by marginal effect coefficient (0.0676, 0.0075 and 0.1298) with P-value (0.014, 0.049, and 0.003) respectively at 5% level of significant.

This implies that 1% improvement in High fear-arousing appeals; there is a likelihood that it will induce 6.8% positive change in consumer buying decision, with 1% improvement in Contagion effects appeals; there is likelihood that it will induce 0.8% positive changes in consumer buying decision and with 1% improvement in Self Identity appeals; there is likelihood that it will induce 0.8% positive changes in consumer buying decision. But Guilt-inducing advert does not significantly affect the consumer buying decision as indicated by marginal effect coefficient (0.0067) with p-value (0.610) at 5% significance level.

Overall, the result of the LR- stat (44.83) with P-value (LR-stat) 0.0000 at 5% level of significant, the null hypothesis was rejected; this means that incidental emotion has significant influence on consumer buying decision.

#### 4. DISCUSSION OF FINDINGS

This study appraised the influence of consumer emotions on consumer buying behaviour using Al-Hikmah University as case study. From the result of the analysis, the findings were as follows;

Objective I was achieved by Hypotheses I, which is depicted through the regression analysis with the use of ordered logistic regression model that there is link between integral emotion and consumer purchase intention. Hence, the null hypothesis was rejected. This means that integral emotion has significant effect on consumer purchase intention. This is line with the findings of Chernatony and Leslie (2012) where integral emotion has significant effect on consumer purchase intention.

Objective II was achieved by Hypotheses II, which is depicted through the regression analysis with the use of ordered logistic regression model that there is link between incidental emotion and consumer buying decision. Hence, the null hypothesis was rejected. This means that incidental emotion has significant effect on consumer buying decision, Ilorin.

## 5. CONCLUSION AND RECOMMENDATIONS

The study examined the influence of emotion on consumer buying behaviour in Shoprite in Ilorin. Data was employed from one hundred (100) respondents. Regression analysis was used to examine the influence of emotions on consumer buying behavior among customers of Shoprite, Ilorin. The findings revealed that integral emotion (excited, satisfied and happy mood) has significant influence on consumer purchase intention with P-value (0.012, 0.27, and 0.041) respectively at 5% level of significant. Incidental emotion (High fear-arousing appeals, Contagion effects appeals, and Self-Identity appeals) individually have positive significant effect on consumer buying decision with P-value (0.014, 0.049, and 0.003) respectively at 5% level of significant. Thus, this study therefore recommends that marketers should key into influencing consumer's mood towards achieving better influence on their appeals. Also, marketers should use more of incidental emotion to influence consumer buying decision. This indicates that marketing should explore high fear-arousing appeals, guilt-inducing advert, contagion effects appeals and self-Identity appeals to influence consumer buying decision.

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